NASA SHARED SERVICES CENTER

Development of Informational Materials
Service Delivery Guide (3.2.1.11)

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Approved by

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Date

Document History Log

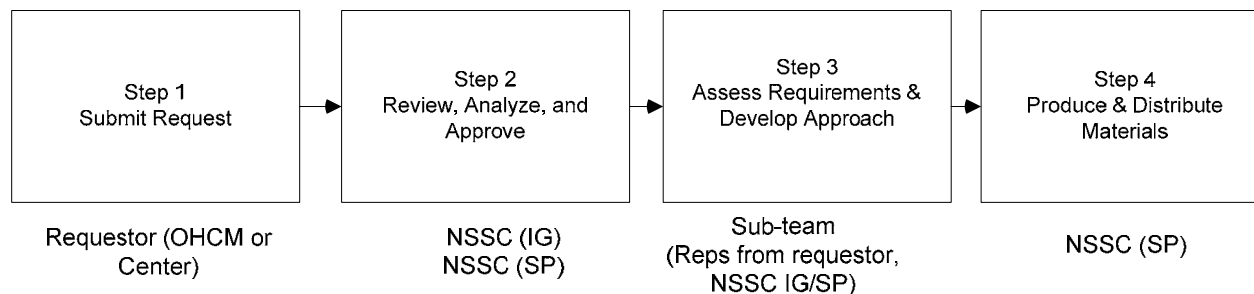| Status (Basic/Revision Cancelled	Document Version	Effective Date	Description of Change
Basic			Basic Release

Development of Informational Materials

Introduction

NASA Shared Services Center (NSSC) develops informational materials relating to a variety of Agency Human Resources programs. HR subject matter areas include, but are not limited to, Benefits, Pay, Leave, Awards and Recognition, Senior Executive Service (SES), Position Classification, Staffing and Recruitment, Personnel Action Processing, and Employee Development. Materials developed are used to support various subject matter areas, initiatives, and requirements. NSSC obtains approval for all informational material content from the appropriate NSSC and NASA staff before release to any interested NASA and customer parties. NSSC may develop content for such communication/training tools as:

- User instruction manuals
- Employee informational materials
- Troubleshooting documents
- Web sites
- Desk Guides
- Training manuals

Process – Overview of Development of Informational Materials

Step 1 Submit Request	Step 2 Review, Analyze, and Approve	Step 3 Assess Requirements & Develop Approach	Step 4 Produce & Distribute Materials
Requestor (OHCM or Center)	NSSC (IG) NSSC (SP)	Sub-team (Reps from requestor, NSSC IG/SP)	NSSC (SP)

Roles & Responsibilities

Roles and Responsibilities	Action	Tips
Step 1 **Requestor (OHCM Center/HQ Office)** Submit request	The Office of Human Capital Management (OHCM) or Center/HQ Office submits a request for development of informational document/materials to NSSC (IG). The request must include a scope definition, requirements and any time parameters for completion of the request. Requests may be initiated by NSSC (IG) or (SP) as well. For those activities where NSSC (SP) provides support and counseling, it is expected that NSSC (SP) would identify and develop associated informational materials. **Output:** Request	Information materials may include: • Desk Guides • Brochures • Recruitment tools • Training manuals • Web site content • User instruction manuals • Troubleshooting documents
Step 2 **NSSC (IG) NSSC (SP) Requestor** Review, Analyze, and Provide Initial Cost	NSSC (IG) reviews the request and sends it to NSSC (SP) to perform general analysis for scope, resources required, and produce an initial cost/time estimate. NSSC (IG) reviews the initial cost/time estimate determines funding source and forwards to the requestor for approval to proceed. **Output:** Cost Estimate, Approval to	NSSC (IG) should review the request for redundancy with other materials or potential for agency-wide development, when a Center submits a Center-specific request. Requests that are redundant with other materials

Roles and Responsibilities	Action	Tips
	Proceed	or do not appear to be reasonable, are forwarded to the OHCM for final determination.
Step 3 **NSSC (IG)** **NSSC (SP)** **Sub-teams** Planning Phase, Assess Requirements and Develop Approach	NSSC (SP) creates a sub-team to include representatives from the requestor and NSSC (IG/SP). This sub-team assesses the requirements, ensures that they are clear, complete and understood and develops an approach for development. The NSSC (SP) develops a final cost estimate and obtains necessary approvals. **Output:** Finalized requirements/approach for development	To include: • Distribution audience • Content • Time frame • Branding • Delivery method (e.g. website, brochure, email) Gain concurrence from requestor/sub-team on final cost before draft content.
Step 4 **NSSC (SP)** Develop, Produce and Distribute Informational Materials	Once final approval is obtained, NSSC (SP) drafts the content and designs the layout, with graphics as determined during the assessment/planning phase in Step 3. NSSC (SP) provides the draft content and layout to the sub-team/requestor for comments and edits before finalizing the document. Once the final edits are made, NSSC (SP) will gain content and design approval from Public Affairs, as required by NASA's content management regulations. Lastly, the NSSC (IG) and requester review and approve the final content. If the requester does not approve the content, they provide comments/edits/recommendations back to NSSC (SP) for additional revisions. NSSC (SP) produces the materials as	Gain Agency approval for web content and/or Public Affairs approval for graphics.

Roles and Responsibilities	Action	Tips
	defined during the planning stage and distributes the materials to the defined audience. For web content, NSSC (SP) will load the web content onto the appropriate site, at the appropriate location on the site, and ensure that all links and pages are accessible and current. **Output:** Produced and Distributed Informational Materials	

Metrics

Initiating Office/Entity	Deliverable (Output)	Receiving Office/Entity	Metric
NSSC (SP)	Analysis and Cost Estimate	Requester	Develop cost estimate within 2 business days of concluding planning meeting, with all requirements and scope defined.
NSSC (SP)	Draft Informational Materials with layout and graphics	Requester	Within 10 business days of receiving approval on cost estimate.
NSSC (SP)	Informational Materials Produced and Distributed	Requester or user of materials	Within 5 business days of receiving approval of final draft and Agency/Public Affairs approval (if required) on content and graphics.

Privacy Data

All participants involved must ensure protection of all data covered by the Privacy Act.

System Components

Existing Systems

None Identified

IT System Title	IT System Description	Access Requirements	IT System Interfaces
N/A			

New Systems

Generic System Title	Business Requirements for System	Access Requirements	IT System Interfaces
Development of Information Materials	Information materials include but are not limited to policies, procedures, transmittal of information produced by other government activities, recruitment, and training. Web access to FPPS (or eGov successor) data warehouse and/or other Federal government web sites for informational purposes.	Internal and External NSSC customers	Web Access to FPPS (or eGov successor system) data warehouse

Contact Center Strategy

Each activity requires a clearly defined contact center strategy which answers the question "Who will answer the call and handle the request" and defines the escalation parameters for the activity. Because of the varied nature of the NSSC's activities and volume of transactions, each activity has a unique contact center strategy. Refer to the NASA Shared Service Center Customer Contact Center Service Delivery Guide (3.5.1) for the contact center strategy concerning this activity.

Appendix – Process Flow Diagram

Development of Informational Materials Process

Note 1:
Request must include requirements/scope and may be initiated by NSSC IG or SP as well. Info materials may include:
• Desk Guides
• Brochures
• Recruitment tools
• Training manuals
• Web site content
• User instruction manuals
• Troubleshooting documents

Requestor (OHCM or Center)

START

Revise scope.

Submit Request (See Note 1)

NSSC (IG)

Review request

NSSC (SP)

Perform general analysis for scope, resources required, etc.

Provide initial cost estimate

Review cost estimate

Approval to Proceed?

NO — END

YES

Sub-team
(Reps from requestor, NSSC IG/SP)

Coordinate subteam membership

Assess requirements & develop approach. (See Note 2.)

Develop final cost estimate & obtain miscellaneous approvals (See Note 3.)

Provide comments/ Edits/ recommendations

NO — END

YES

Draft/edit content. (see Note 4.)

Review content approvals?

Approve Content?

NO

YES

Produce info materials.

Distribute info materials

END

Note 2:
To include:
• Distribution audience
• Content
• Time frame
• Branding
• Delivery method (e.g. website, brochure, email)

Note 3:
Gain concurrence form requestor/ subteam on final cost before draft content.

Note 4:
Gain Agency approval for web content and/or Public Affairs approval for graphics